--42. An advent-type calendar comprising:

a plurality of date cells corresponding to a customized time period including a starting date representing a specific Gregorian date and an ending date representing another specific Gregorian date, each date cell having a Gregorian date associated therewith and comprising a closure element for concealing an object or information, or both; and

a graphical theme applied to the advent-type calendar, the graphical theme being suggestive of an event associated with the customized time period.

43. The calendar of claim 42 in which the customized time period corresponds to an event having personal or familial significance.

44. The calendar of claim 42 in which at least one of the starting date and the ending date corresponds to a movie premiere or a book release.

45. The calendar of claim 42 in which at least one of the customized time period and the graphical theme corresponds to a recognized holiday.

46. The calendar of claim 42 in which the graphical theme applied to the calendar comprises one or more design elements that are suggestive of the event associated with the customized time period.

47. The calendar of claim 42 in which the graphical theme applied to the calendar comprises a shape or physical configuration of the calendar that is suggestive of the event associated with the customized time period.

48. The calendar of claim 42 in which the graphical theme applied to the calendar comprises one or more of a customized general theme or a personalized association.

49. The calendar of claim 42 further comprising a plurality of milestones associated with the customized time period, each milestone representing progress towards the event associated with the customized time period.

50. A method of producing a customized advent-type calendar, the method comprising:

receiving input specifying a customized time period including at least one of a starting date representing a specific Gregorian date and an ending date representing another specific Gregorian date;

receiving input designating a graphical theme that is complementary to the designated customized time period; and

generating a customized advent-type calendar bearing indicia suggestive of the specified graphical theme and having a plurality of date cells corresponding to the customized time period, each date cell having a Gregorian date associated therewith and comprising a closure element for concealing an object or information, or both.

51. The method of claim 50 in which if the input received designating a customized time period includes only one of a starting date and an ending date, then a computer system specifies the other of the starting date and the ending date.

52. The method of claim 50 in which at least a portion of the received input is supplied by a human operator.

53. The method of claim 52 in which the human operator is an end-user of the calendar or someone other than an end-user of the calendar.

54. The method of claim 50 in which a human operator supplies the input designating a customized time period and, based on the human operator-supplied input, a computer system supplies at least a portion of the input specifying the graphical theme.

55. The method of claim 50 in which the customized time period corresponds to one or more of a recognized holiday or an event having personal or familial significance.

56. The method of claim 50 in which the input designating the customized time period further comprises a plurality of milestones associated with the customized time period, each milestone representing progress towards an event associated with the customized time period.

57. The method of claim 50 in which generating the calendar is performed by a computer system, and wherein generating the calendar comprises:

extracting theme data from a theme database;

customizing the calendar based on the extracted theme data;

generating an information package descriptive of the customized calendar; and

transmitting the generated information package to a printing facility.

58. The method of claim 50 in which receiving input specifying the customized time period and receiving input designating the graphical theme occur at substantially a same time.

59. The method of claim 50 in which the input specifying the customized time period and the input designating the graphical theme are included in a single input instance.

60. The method of claim 50 in which receiving input specifying the customized time period and receiving input designating the graphical theme are order independent.